



TOM LONG

President and Chief Commercial Officer

Tom Long is the president and chief commercial officer of MillerCoors. All sales and marketing, strategy and planning, and communications and government affairs report to Tom.

Prior to this appointment, Tom was president and chief executive officer of Miller Brewing Company, a position he accepted in August 2006. He joined Miller as chief marketing officer in 2005.

Tom came to Miller after 17 years at The Coca-Cola Company. His most recent role with Coca-Cola was president of its Northwest Europe division. Prior to that, Tom held a variety of senior-level positions in marketing, sales and research, including vice president of global brands, president of Coca-Cola's Great Britain & Ireland division and later, president of all of Northwest Europe. Before Coca-Cola, he worked for McCann-Erickson Advertising.

Tom earned a bachelor's degree from the University of North Carolina and a master's degree from Harvard Business School. He serves as Chairman of the Beer Institute, serves on the Board of Directors for both the Milwaukee Metropolitan Association of Commerce and the Greater Milwaukee Committee, and sits on the Board of Trustees for the Boys & Girls Club of Milwaukee.

Built on a foundation of great beer brands and more than 288 years of brewing heritage, MillerCoors continues the commitment of its founders to brew the highest quality beers. MillerCoors is the second largest beer company in America, capturing nearly 30 percent of U.S. beer sales. Led by two of the best-selling beers in the industry, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment. Miller Lite is the great tasting beer that established the American light beer category in 1975, and Coors Light is the brand that introduced consumers to Rocky Mountain cold refreshment. MillerCoors brews full-calorie beers Coors Original Banquet and Miller Genuine Draft; and economy brands Miller High Life and Keystone Light. The company also imports Peroni, Pilsner Urquell and Molson Canadian and offers innovative products such as Miller Chill and the Sparks line of caffeinated alcohol beverages. MillerCoors features craft brews from the Jacob Leinenkugel Company, Blue Moon Brewing Company and the Blitz-Weinhard Brewing Company. MillerCoors operates eight major breweries in the U.S., as well as the Leinenkugel's craft brewery in Chippewa Falls, WI and two microbreweries, the Leinenkugel's 10th Street Brewery in Milwaukee and the Blue Moon Brewing Company at Coors Field in Denver. MillerCoors vision is to become the best beer company in America by driving profitable industry growth. MillerCoors insists on building its brands the right way through brewing quality, responsible marketing and environmental and community impact. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company.